

#GOOGLE+ for BUSINESS

TWEET

Put the
Power of **Google+**
to Work for Your **Business**

JANET FOUTS

FOREWORD BY STEVE FARNSWORTH

BOOK 01

A THiNKaha® BOOK

#GOOGLE+ for BUSINESS **tweet** Book01

Put the Power of Google+ to Work for Your Business

Book Excerpt

By Janet Fouts

Foreword by Steve Farnsworth



E-mail: info@thinkaha.com
20660 Stevens Creek Blvd., Suite 210
Cupertino, CA 95014

Put the Power of Google+ to Work for Your Business

BOOK EXCERPT Table of Contents

Foreword by Steve Farnsworth

Section I: Do I Really Need Google+?

Section II: Your Profile

Section III: Getting Started

Section IV: Circles

About the Author

Contents

This is the Table of Contents (TOC) from the book for your reference. The eBook TOC (below) differs in page count from the tradebook TOC.

Foreword by Steve Farnsworth	13
Section I	
Do I Really Need Google+?	17
Section II	
Your Profile	27
Section III	
Getting Started	39
Section IV	
Circles	55

Section V	
Business Pages	67
Section VI	
Hangouts and Chat	81
Section VII	
Strategy for Success	99
Appendix A: Keyboard Shortcuts and Tips to Using Google+	111
About the Author	115

Foreword by Steve Farnsworth

No matter what the title and focus of the social media workshop or webinar I am giving, it is very common to have someone raise their hand during the Q&A and meekly ask, “Should I have a Facebook page (or Twitter account)?”

Now you can add, “Should I have a Google+ profile?” to that list.

I am not alone in getting this common question. Other social media speakers joke among themselves about the regularity of being asked. The part that makes us laugh the most? Our usual answer is, “It depends.” Not very smart for people who are supposed to be experts on this stuff.

While it seems like a simple question that any “real” expert should be able to answer, it is a tough question because there are a number of questions that must be answered first.

What do you want to accomplish on that platform? Are your customers already there? What value will you bring to that conversation? Are your goals realistic, and are the results worth your time and resources?

The questions go on and on.

But without understanding the platform basics it is hard to answer those questions.

Now that Google+ has entered the social media fray, another question people are asking is, "Where should I start?"

If only there was a book for the newest big social media player since Facebook or Twitter.

One that let you chose how many bite-sized chunks of insight and tips you consumed in any reading. With the cavalcade of social platforms coming and going, it is hard to get the best information to both let you wrap your head around Google+ and allow you to grasp the basics.

Janet Fouts, an incredibly savvy and sharp digital marketing strategist, understands the need for hands-on and practical advice. She has gathered a first-rate selection of inside information, and distilled each to their core idea.

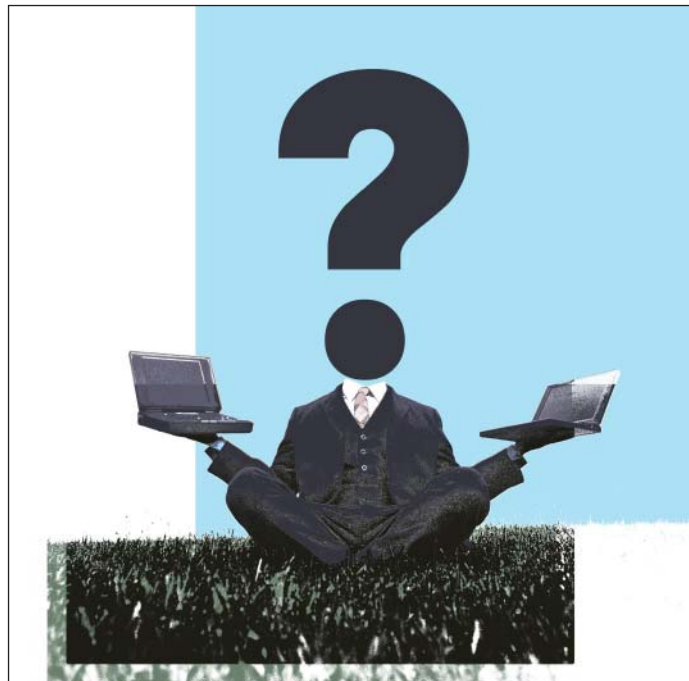
If you are a business owner who has limited time, a professional who is concerned about personal branding, or someone who wants to stay current on the latest social media, this concise tome is the ideal place to start your Google+ journey.

~ **Steve Farnsworth**

(@Steveology)

Chief Marketing Officer,
Jolt Social Media

Section I: Do I Really Need Google+?



Section I

Do I Really Need Google+?

Is Google+ really a good fit for
your business and the way you
market it online?

9

Google+ is about engaging other people, not broadcasting how wonderful you are. Think more about your audience than yourself.

10

If you read 50 RSS feeds a day and have great information to share, Google+ is a great network to share and discover new sources.

11

If you aren't able to keep the content flowing, stick with a Google profile page that leads people to connect with you.

Section II: Your Profile



Section II

Your Profile

Your first step should be to create a complete and interesting profile page. This is your most important page on Google+ and it is how people will get an idea of who you are and why they should follow you.

18

Your profile will be where people get the best idea of who you are. Read it from a new visitor's perspective. What do you think of you?

19

When you click a +1 button on someone else's profile, it's a vote of support for them. Think of it as a virtual pat on the back.

20

When someone +1s your post, reciprocate by +1ing something they say or sharing one of their posts. It's a way of saying thank you.

Section III: Getting Started



Section III

Getting Started

This section has all the nuts and bolts you'll need to use Google+ with the best of 'em.

30

If you don't want your content re-shared, don't put it online. "Disable re-share" isn't protection from a simple cut and paste.

31

Do some searches to find others talking about what you want to talk about. Create circles that reflect the topic as well as the person.

32

If you see a new post with just a few comments, NOW is the time to jump in with your own—don't wait. The early comment gets more views.

33

Press the “Enter” key to open up the comments and view all of them before you add a comment to avoid duplicates.

37

To mention a person or business in a post, type +username (i.e. +Janet Fouts); as you type, Google+ will offer options to select.

38

Click the timestamp on a post to get a permalink to share on other social networks and invite them to the party.

39

“Sparks” are topics you can use as a starting point to share good information. Follow your favorite hot topics.

40

Sparks help Google get a better idea of what interests you and to potentially suggest you as a follow to someone with similar interests.

Section IV: Circles



Section IV

Circles

Google circles are a cute name for groups. When you start to create connections on Google+, you are encouraged to group them into circles so you can sort people by what they are interested in and what you would like to share with them.

51

Circles are like follows on Twitter. You can follow someone and they don't have to follow you back.

52

You can have as many circles as you want but try to be organized or they could get away from you!

53

Search for “shared circles” to find entire groups of people interested in the same things you are. Grab the whole circle or a few.

54

If you add someone to both a private circle and a public one, people will see you are following them.

55

The point of circles is to share with people who are interested in that topic. Don't over-share irrelevant information with your circles.

56

Add someone to a circle by clicking the "Add to Circles" button. Then select 1 or more circles to add them to from the menu.

About the Author



Janet Fouts is an acclaimed social media coach, author, speaker, and entrepreneur. She works with a variety of businesses around the world to understand social media for business. Her books, *Social Media Success!*, *#SOCIALMEDIA PR tweet*, and *#SOCIALMEDIA NONPROFIT tweet*, draw on over 15 years of experience in online marketing and social media, working in the trenches with businesses of all sizes. In addition to her social media coaching practice (<http://www.janetfouts.com>), Janet is Founder of the Social Media Coaching Center and Senior Partner at Tatu Digital Media, a San Jose inbound marketing and website development agency.

Put the Power of Google+ to Work for Your Business

Getting “#GOOGLE+ for BUSINESS tweet Book01”

(<http://happyabout.com/thinkaha/googleplusforbusinesstweet.php>)

“#GOOGLE+ for BUSINESS tweet Book01” can be purchased as an eBook for \$11.95 or tradebook for \$16.96 at <http://happyabout.com/thinkaha/googleplusforbusinesstweet.php> or at other online and physical book stores.

Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000).

#GOOGLE+ for BUSINESS TWEET BOOK 01

Google+ Will Change the Way You Market Your Brand Online

"Google+ is possibly the only place available online that successfully blends social networking, great collaboration tools, and a bevy of ways to find people and information that interest you. Janet provides bite-sized tips and advice to help you get the most from using Google+. Whether you're a large brand or a solo entrepreneur, Google+ should be on your radar and in your web browser."

-Adam Helweh, Principal & Founder, Secret Sushi Creative — Deliciously Creative Design & Marketing

"If you've been holding back from Google+, take heart – Janet will steer you through the Google+ jungle with this very readable, engaging, and surprisingly comprehensive guide."

-Mark Ivey, Partner, The ION Group

"Janet Fouts has created a useful handbook for using Google+ to charge your business. Google+ is fast becoming a must-have in the world of online community, and Janet shows you how to use it to the best advantage for your business. A great read for any business owner who wants to build a successful online community."

-Miranda Marquitt, Co-author, *Community 101: How to Grow an Online Community*



Janet Fouts (@jfouts) is an acclaimed author/social media speaker and trainer working with businesses around the world to understand social media for business.

COMPUTERS, WEB - SOCIAL NETWORKING

\$ 19.95 US

THINKaha

<http://thinkaha.com>

